

- a. displaying a plurality of menus to allow the user to identify desired information to remain updated, to identify one or more criteria specifying how often to receive updates, and to identify a number of prepaid messages;
  - b. generating a coded short text messaging system message based on the user's selection of the push mode of operation, and further based on the user's selections regarding desired information, criteria, and number of prepaid messages, wherein the generating of the coded short text messaging system message comprises translating a short text messaging system message that is in a human understandable format into a coded data format not understandable to the user of the mobile terminal; and
  - c. outputting the short text messaging system message for sending to a content provider associated with the first or second client applications via a wireless telecommunications network;
- (iii) receiving a coded short text messaging system response message from the content provider via the wireless telecommunications network, wherein the coded short text messaging system response message comprises compressed data;
- (iv) decoding, by the first or second client application, the received short text messaging system response message using a listing of a set of short codes that comprises short codes unique to the first or second application and used to instruct the first or second application to translate at least a portion of the received short text messaging system message into human understandable information, and administrative short codes that are consistent for the first and second applications and used to instruct the first or second application; and
- (v) displaying the human understandable information on a display screen.

11. (Previously Presented) The computer readable medium of claim 10, wherein the computer executable instructions further cause the mobile terminal to perform the method comprising:

(vi) when the user selects the pull mode of operation, displaying one or more hierarchically arranged menus navigable by the user to allow the user to drill-down through the one or more menus to identify desired information that the user would like to receive;

(vii) generating a coded short text messaging system request message containing the user's identified desired information; and

(viii) outputting the coded short text messaging system request message for sending to the content provider via the wireless telecommunications network.

12. (Previously Presented) The computer readable medium of claim 10, wherein at least one of the administrative short codes instructs the mobile terminal to flush data stored in memory for the first or second application.

13. (Cancelled)

14. (Original) The computer readable medium of claim 10, wherein step (ii)(b) comprises referencing a table to identify appropriate short codes corresponding to the user's selections.

15. (Previously Presented) The computer readable medium of claim 10, wherein step (iv) comprises referencing a table to identify appropriate human-understandable descriptions

corresponding to short codes received in the coded short text messaging system response message.

16. (Previously Presented) The computer readable medium of claim 10, wherein the human understandable information comprises text in a language native to a user of the mobile terminal.

17. (Previously Presented) The computer readable medium of claim 10, wherein the human understandable information comprises graphics.

18. (Original) The computer readable medium of claim 10, wherein the short text messaging system comprises SMS.

19. (Previously Presented) A method for distributing selected information to a user of a mobile terminal, comprising:

- (i) receiving a first message originating from the mobile terminal sent over an asynchronous connection less-based channel, wherein the first message comprises coded data indicating information desired by the user;

- (ii) querying a content provider database for the desired information;

- (iii) generating, by a processor, a second message comprising coded data corresponding to the desired information, wherein the generating of the second message comprises translating data that is in a human understandable format into a coded data format that is not understandable to the user of the mobile terminal using a set of short codes that

comprises short codes unique to the first or second application, and administrative short codes that are consistent for the first and second applications, and the administrative short codes are used to instruct the first or second application; and

(iv) causing sending of the second message to the mobile terminal over the asynchronous connection less-based channel.

20. (Previously Presented) The method of claim 19, wherein the first message further comprises one or more criteria indicating when to send the desired information to the user's mobile terminal, and an indication of a number of prepaid messages.

21. (Original) The method of claim 20, further comprising:

(v) when the one or more criteria are met:

- a. performing steps (iii) and (iv); and
- b. adjusting the number of prepaid messages remaining for the user based on the second message.

22. (Original) The method of claim 19, wherein the first message and second message each comprise a SMS message.

23. (Previously Presented) The method of claim 22, further comprising:

(vi) determining whether prepayment has been received for the response SMS message; and

(vii) reverse billing the SMS response message to the mobile terminal when prepayment has not been received.

24. (Original) The method of claim 22, wherein the second message comprises a long SMS message.

25. (Previously Presented) A method of providing information via a channel to a mobile device, comprising:

advertising for sale a predetermined number of coded messages corresponding to a predetermined event;

receiving information indicating that payment from a first user for the predetermined number of messages has been received;

updating a database based on the predetermined number of messages for which payment was received;

translating data, by a processor, that is in a human understandable format into a coded data format that is not understandable to the user of the mobile terminal using a set of short codes that comprises short codes unique to the first or second applications and administrative short codes that are consistent for the first and second applications and the administrative short codes are used to instruct the first or second application;

sending a plurality of coded messages for decoding by executable code on a mobile device associated with the user from whom payment was received, until the predetermined number of messages has been fully utilized, wherein one of the coded messages comprises the translated data.

26. (Original) The method of claim 25, wherein the predetermined number of messages comprises all messages corresponding to the predetermined event.

27. (Previously Presented) A method comprising:

loading a first or second local client executable application configured to code a coded text message provided by a content provider based on short codes and corresponding long identifiers, wherein the short codes and the long identifiers are customized to a topic of the content of the coded text message provided by the content provider;

receiving the coded text message from the content provider via a wireless communication system, wherein the coded text message comprises compressed data including instances of the short codes; and

decoding, by a processor executing the first or second local client executable application, the coded text message using a set or short codes that comprises short codes unique to the first or second application and used to instruct the first or second application to translate at least a portion of the coded text message into human understandable format, and administrative short codes that are consistent for the first and second applications and used to instruct the first or second application, to identify and replace instances of the short codes in the coded text message with the long identifiers to generate a decoded text message with the long identifiers to generate a decoded text message.

**PATENT**

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